

Sampling

Population: The group we take the sample from.

Sample: A subgroup of population, that we obtain info on

Parameter(s): A numerical fact about population (unknown) (μ , binomial)

Statistic: Some numerical fact about sample that we observe

Probability
vs.

Statistics

Prob:

We know the box

we want facts about
drawing from the box,
EV, SE

Statistics:

We don't know the box.

we can get draws from the
box, (infer what's in the
box from samples)

BIAS

- 1) selection bias
- 2) non-response bias.
- 3) Response bias

Sampling methods

Probabilistic methods

- 1) Simple random sample
- 2) Random digit dialing.
- 3) (multi-stage) cluster

Non-Probabilistic Methods

- 1) Convenience
- 2) Quota
- 3) Media Sample